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SOC4.01.3 CBS

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Capital Cities
Communications, Inc.SOC4.01.1 New York Times,
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SPECIAL REPORT

AMERICA'S PRI

Too Much Power for Too

New empires of the printed word are on the rise as newspaper chains and vast conglomerates swallow up one publisher after another. Concern grows as they get more and more say over what Americans read.

Far-reaching changes are under way in America's once-unchallenged empires of the printed word—newspapers, magazines and books—as they seek their niche in the electronic age.

Great and venerable publishing houses are under pressures of many kinds to give up their independence and join chains or conglomerates for a safer existence alongside goods and services ranging from rental cars to rugs.

Inroads are becoming apparent in quality, too.

Many publishers, in trying to keep up with changes in reader tastes and interests, are turning more to gossip, shock and scandal—often at the expense of solid information.

There is growing concern that the publishing business, long considered essential to an informed citizenry, is losing its diversity and that growth of corporate empires in publishing is making "the bottom line" of profit margins the supreme factor in the industry—to the detriment of excellence and responsibility to the public.

What will happen ultimately to the quality of opinion and

factual information reaching American readers cannot yet be foretold. This, however, is becoming clear:

Chains, whose holdings are rooted in one field of publishing, and conglomerates, whose business interests run the industrial gamut, will continue to grow. A broker specializing in newspaper stocks says: "Further concentration of ownership is inevitable. The trend in the communications business is no different than in any other."

The wave of publishing acquisitions, which began in the early 1960s, continues with such instances as these:

- CBS, Inc., recently added a second paperback-publishing house—Fawcett—to its TV, magazine and book-publishing enterprises.

- Time, Inc., publisher of magazines and books, and owner of a TV station, a TV production company, a film-distribution and production company and a cable-television system, has announced it is buying the Book-of-the-Month Club.

- Capital Cities Communications, Inc., which owns newspapers, television stations and specialty newspapers such as *Women's Wear Daily*, added the *Kansas City Star* and morning *Times* to its holdings.

The tens of millions paid for these and other publishing properties generate optimism about the economic future of the print media. That, however, is tempered by concern about the social consequences of such transactions.

Says James Hoge, editor-in-chief of the *Chicago Sun-Times* and the *Chicago Daily News*: "All the good will in the world by conglomerates who say they will establish op-ed pages

—They Oversee Big Publishing Conglomerates—



Arthur Ochs Sulzberger
Chairman, New York Times Company



Katharine Graham
Chairman, Washington Post Company



John H. Johnson
Chairman, Time, Inc.